Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L7	7	((first ADJ3 (ID PIN code identi??$6 number)) AND ((purchas?$2 transaction$2 shopp??$1 rent$3) NEAR3 (histor?$2 past previous earlier prior behavior)) AND ((target$3 customi$6 personal$7 individual$7 optim??$5 focus?$2) NEAR3 (adverti??$5 ad ads promo$1 promotion$2 content commercial$1 coupon$1 incentive$1))).clm.	US-PGPUB; USPAT	OR	OFF	2005/05/28 14:22
L8	3	(cookie$1 AND ((purchas?$2 transaction$2 shopp??$1 rent$3) NEAR3 (histor?$2 past previous earlier prior behavior)) AND ((target$3 customi$6 personal$7 individual$7 optim??$5 focus?$2) NEAR3 (adverti??$5 ad ads promo$1 promotion$2 content commercial$1 coupon$1 incentive$1))).clm. NOT 7	US-PGPUB; USPAT	OR	OFF	2005/05/28 14:23

Identified no basis for
dbl pat, rej 4
new clms 55 - 87

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	358	(((target$3 customi$6 personal$7 individual$7 optim??$5 focus?$2) NEAR3 (adverti??$5 ad ads promo$1 promotion$2 content commercial$1 coupon$1 incentive$1)) SAME ((purchas?$2 transaction$2 shopp??$1 rent$3) NEAR3 (histor?$2 past previous earlier prior behavior)))	US-PGPUB; USPAT	OR	OFF	2005/05/28 15:06
L2	293	1 AND (((computer terminal device) WITH (ID code identi??$6 number)) cookie$1)	US-PGPUB; USPAT	OR	OFF	2005/05/28 15:10
L3	266	1 AND (((computer terminal device) NEAR5 (ID code identi??$6 number)) cookie$1)	US-PGPUB; USPAT	OR	OFF	2005/05/28 15:11
L4	199	3 AND (retail$3 (point$1 ADJ (purchase sale)) POS checkout$1 (check ADJ out$1))	US-PGPUB; USPAT	OR	OFF	2005/05/28 15:13
L5	58	4 AND (@ad<"19981230" @rlad<"19981230")	US-PGPUB; USPAT	OR	OFF	2005/05/28 16:41
L12	40	5 AND retail ADJ store$1	US-PGPUB; USPAT	OR	OFF	2005/05/28 16:33
L13	12	1 AND @pd<"19980107"	US-PGPUB; USPAT	OR	OFF	2005/05/28 16:42

x each item examined

① Identifier Sloane ('211 pat.) where a portable barcode scanner reads in a consumer's computer

② Identifier Rivolta ('139 pat.)

None deemed to be better than their art). ('306 pat.)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1 (X)	358	(((target$3 customi$6 personal$7 individual$7 optim??$5 focus?$2) NEAR3 (adverti??$5 ad ads promo$1 promotion$2 content commercial$1 coupon$1 incentive$1)) SAME ((purchas?$2 transaction$2 shopp??$1 rent$3) NEAR3 (histor?$2 past previous earlier prior behavior)))	US-PGPUB; USPAT	OR	OFF	2005/05/28 22:30
L2	77	L1 AND (@ad<"19981230" @rlad<"19981230")	US-PGPUB; USPAT	OR	OFF	2005/05/28 22:31
L3	46	2 AND (real ADJ time)	US-PGPUB; USPAT	OR	OFF	2005/05/28 23:00

; identifies Willmon et al. ('5806 pgpub)

(X) Is also "L)" on search "elm56"